WordPress Is Just The Beginning

The Power of Your Story
Twitter: @KimanziC #WCABQ
talesofwork.com Kimanzi Constable
Why do you want to be heard?

• Fame
• Money
• Impact

#WCABQ  @KimanziC
An open door for us little guys

• Social media
• ‘nuf said

Talesofwork.com
How active are your followers?

- Comments
- Retweets

#WCABQ
People are 100% emotional

“People buy with their hearts, not their minds.”

-Peter Drucker

Talesofwork.com
You have to connect with them emotional

“We are not just selling coffee, we are selling a relationship and an experience. Emotional connection is our true value proposition.”

-Howard Schultz

#WCABQ @KimanziC
People want to connect with...

• Your story
• Not spam!

Talesofwork.com
Here's my story

• My Job

• Writing

• Connections

#WCABQ @KimanziC
Truly connect with your story

Apple

DUH!

Talesofwork.com
What We Usually See
How are you using your story?
What story could you tell?

- Honest
- to the Point

Talesofwork.com
Use social media to amplify your story

- Connect
- Thank
- Share

#WCGR @KimanziC
I’m here to help you

- Website: http://talesofwork.com/blog/
- Email: kimanzi@talesofwork.com
- Twitter: https://twitter.com/KimanziC
- Facebook: https://www.facebook.com/#!/kimanzic